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Waller Brothers

ANNUAL PRICE LIST ON STRAWBERRY PLANTS JUDSONIA, ARKANSAS

**The Picture Below Shows More Than One Half
Million Plants In One Day's Shipment**



An Open Letter To Our Many Friends And Customers

The time has again arrived for presenting our fall and spring price list. 1949 marks the 45th year that *Waller Brothers* have been in the strawberry plant business, and we are indeed happy to mail to you our new price list with lower prices. We hope that it will be of some assistance to you even though we do not receive your order. During the 45 years that we have been selling plants and the millions that we have sold to all parts of the United States where Strawberries are grown, as well as to several foreign countries, we feel that we have won the confidence of many customers and friends. Every precaution is taken in growing, handling, and packing our plants. To help assure our customers of quality and service unsurpassed, we have added an irrigating unit, and also a cold storage unit. You will notice in some of the pictures what wonderful plant beds we have — no immature plants due to lack of water. Our cold storage is used to chill the plants before shipment is made so that they arrive fresh and in the very best of condition. We are sure that with these two improvements added you will agree that *Waller Brothers* plants are all they claim — none better anywhere at any price!

We again say “*THANKS*” to all our old customers, and are looking forward to making more new friends during the coming season.

Sincerely, **WALLER BROTHERS**

The Culture Of Strawberry Plants

SOIL REQUIREMENTS AND SITE

Strawberries are one of the easiest of the fruits to grow and there is but one secret method which will assure success. It is simply good land, good cultivation, good plants, and good sense. Any average garden soil can be expected to produce a satisfactory crop of both plants and fruit. However, the ideal soil for strawberries is a fertile deep, well drained sandy loam. All the different types of soil are made more suitable by adding organic matter, either in the form of barnyard manure or green manure crops. Organic matter added to the soil increases the water-holding capacity, and moisture is very essential for maximum production. In regions where late frosts are frequent, much care should be taken in the selection of a site for the plants. A southern slope, being warmer will make for an early start in growth and will cause the plant to bear fruit much earlier, but for that reason is more subject to late frosts. A northern slope will of course be later, but less likely to be injured by late frosts. In sections where frosts are not usually a serious hinderance, many fields of low elevation are good locations for strawberries.

PREPARATION OF SOIL

It is very important that the soil be properly prepared. The land should be plowed in late winter or spring. If some cover crop has been grown, the soil will work up better if the soil is disced thoroughly before it is plowed. Next a harrow can be used so that a soft level planting bed is formed. The rows can then be marked and the plants set at the distance wanted. If commercial fertilizer is used, which is a very wise thing to do, the rows should be run out to a depth of about four inches. After the fertilizer has been distributed the soil is thrown back into the furrow and again leveled off with a drag.

TYPES OF FERTILIZER

As for types of fertilizer for the plants, no kind is better than well-rotted stable manure or any other similar materials. It is best to apply this just before the land is prepared for setting the plants. Commercial fertilizers give good results and are used by practically all the larger growers. The grower should take great care in applying the fertilizer so as to avoid possibly injury in applying before planting. It should be plowed into the ground thoroughly and allowed to remain in that manner at least a week before setting the plants. Certain types of fertilizer will prove very injurious to the plants if not put on with skill. Mixtures containing Nitrate of Soda Sulphate of Ammonia or Potash Salts will injure the plants and often times kill them if allowed to come into contact with the roots. Any good commercial fertilizer can be expected to increase the yield, but it is unwise to use over 700 pounds per acre.

TIME TO SET PLANTS

Early spring is the best time to plant strawberries, for even light frosts which do not lift or heave the

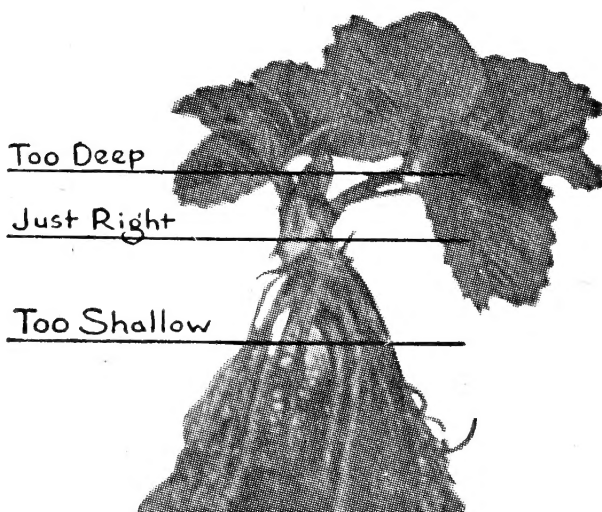
ground do not injure the plants. In the early spring the buds of the plants are in an inactive state, and the weather is most favorable to their getting a strong rapid start.

DISTANCE TO SET PLANTS

Plants should be set in rows 3 to 4 feet apart, or even as much as 4½ feet if the soil is very fertile. The plants can be set 15 to 30 inches apart in the row, depending on the variety, the condition of land, earliness of setting, and the quality of plants.

METHOD OF SETTING PLANTS

A trowl, spade or hoe are the tools most often used in setting plants, and a good job can be done with them. It is important to have the roots straight down. Spreading them might help a little but not much. The crown must be held just at the surface of the ground so that when the soil is packed back against the roots with the hand or foot, the bud will not be covered nor the roots exposed.



CULTIVATION

The plants should be cultivated and hoed soon after they have started growth after being set out. It is important at the first hoeing to uncover the buds of any plants that may have been planted too deep. If this is not done early plants will die as a result. Cultivate often enough to keep the surface of the ground from becoming crusted and to keep down grass and weeds. It is not necessary to practice deep cultivation. A depth of 1 to 1½ inches is deep enough for the hoe or perhaps slightly deeper with the cultivator. Remember that one cultivation made in time is much more helpful than two made after grass and weeds become bad. Frequent hoeing and plowing make larger, stronger fruiting beds and a better crop of berries.

CUTTING BLOSSOMS

Fruit stems usually appear on strawberry plants soon after they are set in the field. These blossoms should be removed as the production of fruit is a severe strain on their vitality. This aids the plant in overcoming unfavorable conditions and in starting growth and producing runners.

Instructions

WHEN TO ORDER: Your order may be placed at any time during the year for delivery any time between October 20 and April 20. No orders will be shipped before October 20 and orders shipped after April 20 will be at purchaser's risk.

CASH in full must accompany your order. You may remit by Money Order, Bank Draft, or cash in Registered Letter. Postage stamps will be accepted on orders of \$2.00 or less. We prefer money order.

LARGE QUANTITIES: Where customers wish to order larger quantities than those quoted in this catalogue write us your needs.

PACKING: We pack all plants according to the most approved scientific methods, and we make no extra charge for this packing.

TRUE TO NAME: Read our Guarantee.

REFERENCE: Dunn & Bradstreet, Farmers & Merchants Bank, Judsonia, or any Waller Customer.

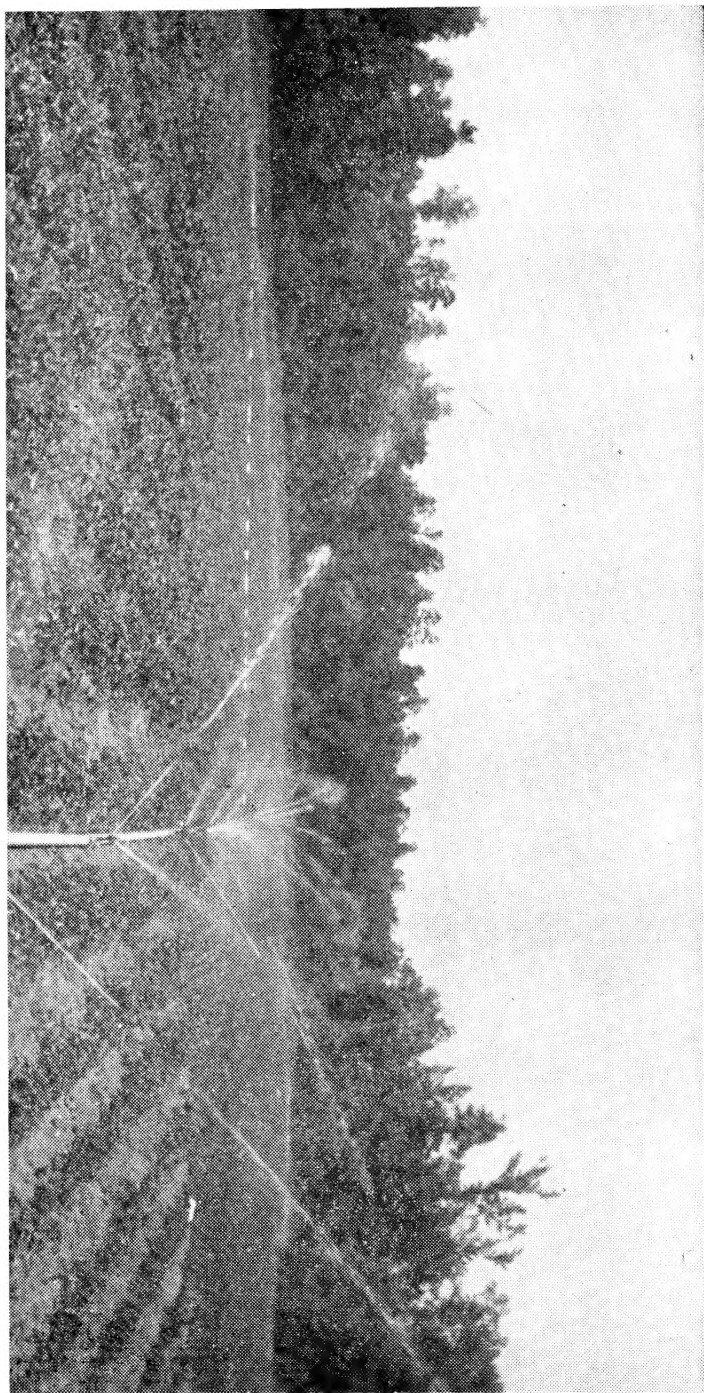
Guarantee

You are fully protected when you buy WALLER BROTHERS' quality berry plants. We place the following guarantee upon every plant we sell:

1. We guarantee the vitality and purity of our plants to the full amount of purchase price.
2. We guarantee our plants to be double state inspected and disease-free.
3. We guarantee our plants to pass inspection by any duly authorized state or federal inspector.
4. We guarantee you full and complete satisfaction or your money refunded.

However, as yield is controlled to some extent by soil, weather conditions, and method of cultivation, under no condition shall WALLER BROTHERS, be held liable for production, nor in any case shall we be liable for more than the original cost of the plants.

Our Irrigating Unit In Operation



Descriptions of Varieties

BLAKEMORE

Our "Number One" berry this year. We will have a larger supply of this variety than any other to offer you, and we feel that we have concentrated on the "Number One" where quality and productiveness are concerned. The Blakemore has been successfully grown from Maryland to California. Ninety-nine per cent of the berries shipped from White County, Arkansas, the

second largest berry growing district in the country, are Blakemore.

The Blakemore is firmer than either of its parents. It will not puff and become soft during hot, moist weather. It will not bleed unless given unnecessary abuse and, unlike many other early berries, it retains its bright red coloring long after picking. This fact, coupled with its earliness, gives it a great advantage in the wholesale markets.

As a plant maker, a shipping berry and a prolific yielder, it has not been surpassed, and added to these qualities is the fact that it will grow and yield a fair crop under conditions unfavorable to berry culture. Where other varieties of early strawberries will grow and yield, we firmly believe that the Blakemore will grow better, yield more berries of a better quality than the other varieties. The Blakemore is a tart berry of the Missionary type. It is slightly blunted at the point, conic-shaped, with broad shoulders. Its bright green cap curls upward when the fruit is ripe, making it easy to pick and cap.

Our customers come back year after year with nothing but praise for the Blakemore. Give us your orders, large or small. We are prepared to fill them. **Special quotations on 25,000 or more.**

AROMA

Aroma is an old and well tried variety which has been a favorite in some sections for many years. Popular late shipping berry for south central states. The fruit is large, bright red with deliciously aromatic odor and flavor, hence the name Aroma. A nice glossy berry with bright green cap and attractive appearance. Entire crop sizes up well for profitable long distance shipping. A real money maker for many growers.

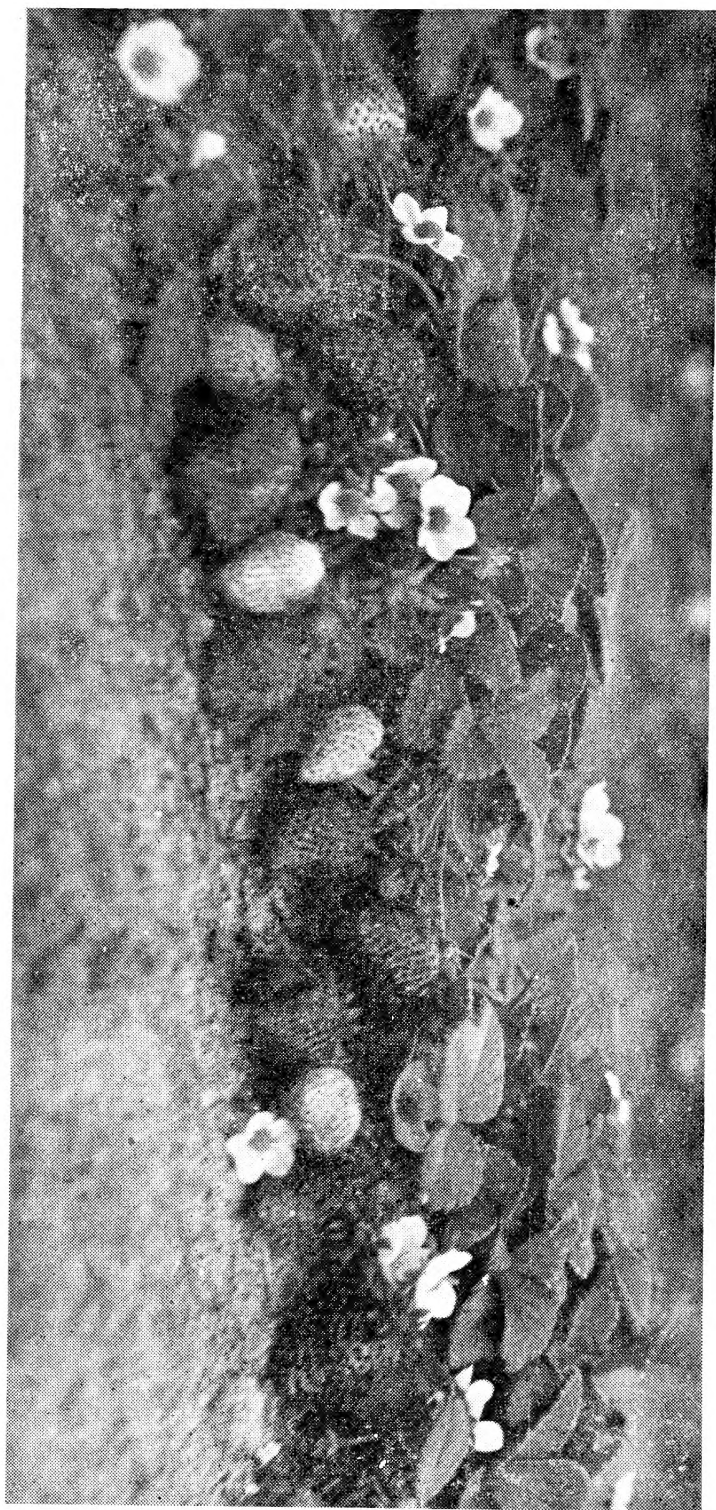
IMPROVED KLONDIKE

It is the leading berry in the East. That it is a favorite is shown by the fact that we sell millions of this old variety even after years of testing and improving other varieties. In dessert quality, shipping and plant making, this berry cannot be surpassed in climates suitable to its culture. It is the leading berry in North and South Carolina, and is also a leader in California. In Louisiana, it ranks with the Klonmore as a leading variety. It yields a heavy crop of fancy fruit, and is adapted to a wide range of soil conditions. WALLER BROTHERS' Klondike plants are true-to-name vigorous and healthy.

CHAMPION K.

The Champion K, although not as popular as many mid-season and second early berries is one of our best earliest varieties. The fruit of Champion K, is very large and the plant makes a strong, vigorous growth, producing an abundance of heavily foliaged plants. The berry is bright red, slightly blunted, and a good shipper for an early berry.

Our Missionary Plants Fruiting In Florida



MISSIONARY

The Missionary, even after a quarter of a century of extensive planting is still outstanding in yield and plant vigor. We ship millions of Missionary plants to Florida and the Gulf Coast annually.

This old variety is an excellent plantmaker, doing

well on soil too sandy for other varieties. It is free from rust, a vigorous grower, and produces in average yield of high-quality berries. However, we do not recommend its being planted north of Missouri, as there are several other varieties better adapted to the colder climate.

Our plants are from the original stock of Missionary, healthy, heavy producers, true-to-name. We take great pride in the quality of our Missionary. We believe that we grow and sell more plants of this variety than any other plant dealer in the United States. These berries are medium in size, dark red in color with tart flavor and attractive in appearance.

BELLMAR

A FANCY EARLY SHIPPING BERRY

The Bellmar has a number of qualities which make it outstanding in any list of strawberries. In some instances this berry has been reported to yield as high as 5,000 quarts to the acre.

As compared with Premier the plants are more vigorous and produce more freely; the blossoms are perfect, ripening almost a week earlier than Premier and fruiting about as long. They are firmer than Premier and not so acid as Missionary. They rank high in dessert quality.

The Bellmar plant growth is bright glossy green. The berries are a luscious bright red. Their bright green caps gives them a very effective appearance. This, together with their large size, makes them one of the most beautiful berries we have ever grown.

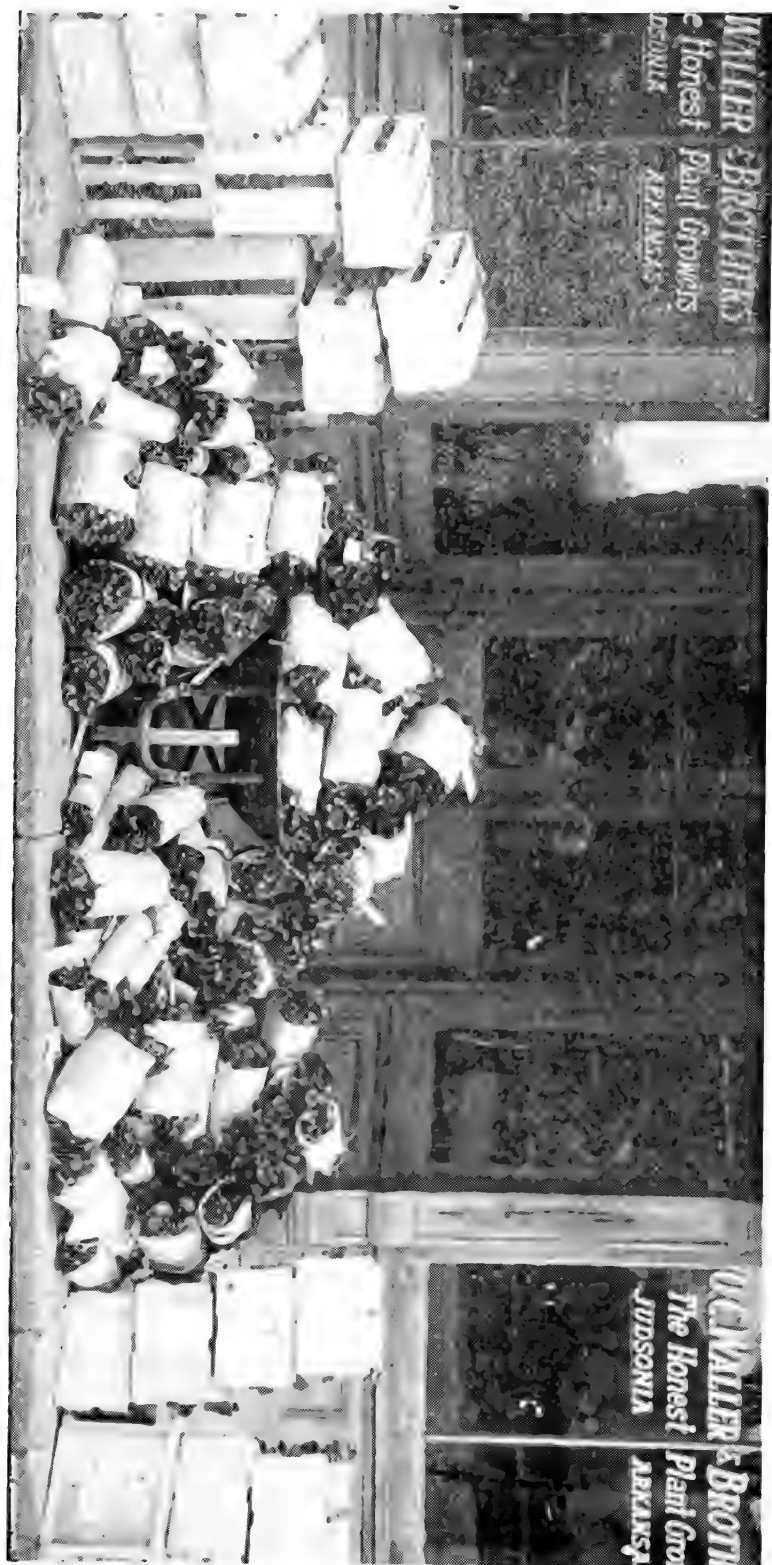
PREMIER

This is the father of so many excellent strawberries that its qualifications as the supreme berry almost speak for themselves. This berry has been used more times to propagate other varieties than any other single berry, so the Premier must have a number of admirable qualities. It is a very successful berry in the North and East, and it has a long fruiting season. The plants are sturdy and productive. Plants are exceptionally frost resistant and survive the coldest winter. A very heavy bearer. The fruit is extra large, dark red, with firm flesh and fine flavor.

ROBINSON

This is a comparatively new variety being given favorable comment from many Michigan plant growers. The berries are generally large size, bright red color, and firm. It seems to be a very good plant maker, and the foliage is healthy. The fruit begins ripening approximately one week later than Premier. We recommend this variety as a worthy mid-season to late berry, and especially adapted to commercial growing. A trial under eastern central and northern conditions should prove very satisfactory. The light attractive color, nearly as light as Blakemore, makes the berries show up very well in the crate.

The Picture below shows one day's Parcel Post Shipments from Waller Brothers



KLONMORE

This variety comes from Louisiana where the growers have been growing it for the past six years, and many of them have discarded all other varieties claiming Klonmore is superior to Blakemore and Klondike for earliness, prolific bearing, as well as its delicious flavor. Many of these plants are being grown here, with very satisfactory results. Klondikes are good shippers — Blakemores are disease resistant. The two were crossed and up came this wonderful berry — The Klonmore. It is a good shipper, disease resistant and a high yielder as well. This berry has an incomparable taste, flavor and rich coloring essential to the American springtime appetite.

MARION BELL

This is one of Louisiana's latest introductions and we have heard many favorable reports from Louisiana as to the many advantages it has over the Klondike and Klonmore. Many growers seem to think it will take the place of both of the above mentioned varieties. We have a limited amount of these plants and can say it is a good plant-maker. Cannot say how it will fruit here, yet from all reports it must be a good strawberry.

TENNESSEE SHIPPER

A new variety (Missionary X Blakemore). Originated at Tennessee Agricultural Experiment Station. It is an early attractive and very firm berry introduced as a good shipper. It is a very vigorous grower, does not make as many plants as Blakemore, but much larger. Very productive and a good looking berry. In Tennessee and Kentucky it is making a great record and is well worth trying where Blakemore is the leading variety. It is also rated very high as a berry for freezing.

TENNESSEE BEAUTY

The Tennessee Beauty is a scientific cross between the Premier and Missionary berry. Its vigorous growth, firmness and radiant color makes it one of the most productive berries grown. Tests have shown that it may replace the Aroma or Catskill as a late berry with some growers. It rates very high as a berry for freezing and is well worth trying in the southern and lower middle states. Since this berry is a patented variety we sell to you with the understanding that you are not to sell them to others.

Houston, Texas

Gentlemen:

For nearly thirty years I have been ordering plants from your firm, and for every one of these orders I have received what I considered the choicest plants available. I thank you for this kind of service. Please do not drop my name from your mailing list because I hope to have berries growing in my back yard many years yet to come.

With thanks for many favors and good wishes to you and your business, I am,

Yours very truly, H. L. D.

This Bed of Plants is Additional Proof That Irrigation Pays



Everbearing Varieties BRUNES MARVEL

A NEW EVERBEARING

An unusually sweet, non-acid berry with flavor as near the wild strawberry as any we have ever tasted. Plants are bright green, thrifty, and simply loaded with berries. They save sugar in canning and serving, taking only $\frac{1}{2}$ the sugar of other berries.

MASTODON

Mastodon is not being grown so heavily since the introduction of some of the newer everbearing varieties such as Brunel Marvel Streamliner and 20th Century which in our opinion is a much better berry. However

we have the Mastodon plants and believe they are equal to the best. Should you want this variety we will appreciate your order.

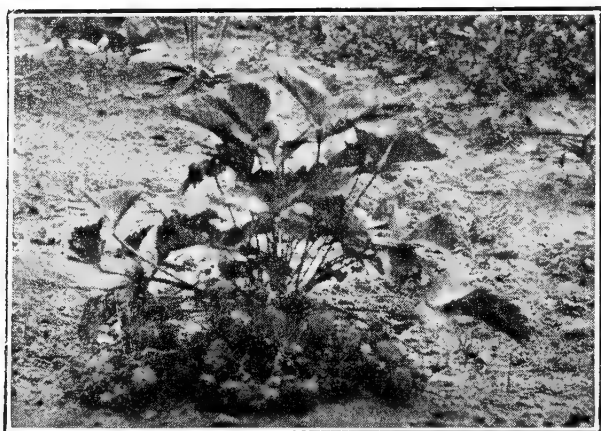
GEM

From our own experience over many years we consider Gem a much better everbearer than Mastodon for the production of good fall berries the same year plants are set. Not only will Gem produce more berries in late summer and fall, but they are better berries, brighter, more attractive, more uniform in shape and usually as good in size and quality.

THE STREAMLINER

Everbearing originated in Northeastern Oregon. The berries are extremely large and hold their size well through the season. They are almost round in shape, attractive, smooth, deep gloss red in color, very sweet, requiring little sugar, delicious in flavor and highly aromatic. They are very firm and stand up better than other everbearing and are remarkably productive.

TWENTIETH CENTURY EVERBEARING



A 20th Century Plant with ripe berries on it Oct. 25, 1949

(Description by the Originator)

1. QUALITY: One of the highest quality berries grown today. Very low acid content. Classed with Rockhill for flavor and mildness.

2. SIZE: In size of fruit it ranks at the top. Remarkably large on the average considering its continuous production for a period of six months the same season the plants are set out.

3. FIRMNESS: Firmness and ability to stand commercial handling, makes it the first choice of the retail merchants.

4. HIGH PRODUCTION: 20th Century Everbearer is a vigorous disease resistant plant. No other kind can produce continuously the whole summer.

5. GOOD REPRODUCTION: A good plant maker

No longer is it necessary to buy plants every year to maintain your plot of everbearers. Grow your own.

6. GROWING POPULARITY: 20th Century is in a class by itself. We have tried Rockhill, Mastodon, Streamliner, Gem, Wezata and many others. All of the good points of these various kinds are combined in the 20th Century and then some more. It promises to become the most popular everbearing strawberry grown.

7. LONG LIFE: And remember here is a variety that is good for 3 to 5 years. Therefore the 20th Century plants are a best buy even at the higher price. No other everbearer will do this.

8. ORIGIN: 20th Century is the result of the scientific crossing of the Rockhill and Berri Supreme. Rockhill is noted for its fine quality. Berri Supreme made a good production record in the U. S. Government Experimental Station in 1935 where the everbearing type was being tested. The blossoms of these two varieties were cross-pollinated and the seed from the resulting fruit saved and planted. One of the seeds produced what is now called the 20th Century.

After growing 20th Century side by side with Gem and Streamliner we can truthfully say that it is by far the best variety ever grown here. Waller Brothers do not hesitate to recommend this variety anywhere everbearing are grown.

STRAWBERRY COLLECTIONS

No. 1 — \$2.00

50 Bellmar 50 Robinson
50 Gem

No. 2 — \$3.00

100 Bellmar 100 Blakemore
100 Tennessee Beauty

No. 3 — \$2.50

50 Streamliner 50 Blakemore
50 Klonmore

No. 4 — \$4.00

50 Streamliner 50 Gem
50 20th Century

(ALL COLLECTIONS ARE POST PAID)



A Patch of Marion Bell in Blooming Time

History Of The · TREE EVERBEARING BLACKBERRY

(The following description of this unusual plant has been furnished us by the originator.)

This new berry came into our possession as a seedling some seven years ago. After years of painstaking efforts, the undesirable plants have been taken out, now having a variety that comes true and exactly alike.

Due to the nature of their growth and over the long period of ripening, we have named it **TREE EVER-BEARING BLACKBERRY**. It grows in any soil or climate, has stood twenty below zero without any injury.

Berries are round, very large extra sweet, yet enough acid for jams and jellies. An excellent keeper, has to be picked only once a week. Plants are very thorny, but berries grow on a long fruit stem in clusters of seven to thirty berries. Ninety per cent of the fruit extending above the thorns. There being no berries on the market when they ripen, therefore its possibilities are unlimited as a commercial berry.

Another feature why people prefer it: they grow up off the ground, ninety-five per cent are free from dirt regardless of the weather.

Rain must be in abundance or it must be planted where it can be watered. The undreamed of feature of this berry is that people in our towns and cities who have been deprived of fresh fruits may now grow all the berries they can use for pies, jams, and jellies from six plants in their yard or small garden, taking no more care of them than a common shrub. From a two-year-old plant we have gathered three gallons or 24 pounds. Three-year-old plants have broken all records with a yield of 6 gallons of fruit from one plant.

Waller Brothers do not hesitate to recommend these plants as an excellent berry, as we fruited some of them the past season with very satisfactory results.

IMMENSE BOYSENBERRY

The greatest vine berry ever introduced for nearby markets. The berries are extremely large, many of which are more than two inches long and over one inch in diameter. It comes into good bearing the next year after planting and one planting lasts for many years. The fruiting season is longer than any other vine berry and it is not unusual to pick 15 to 20 pint boxes per plant the second year. Grow this wonderful berry for a real treat.

THORNLESS BOYSENBERRY

Vines are free of thorns which means much in handling. Ripens several days ahead of the thorny variety, which alone is a material advantage as it gets your berries on the market while the prices are higher, and that often means a big difference in your profit. You can handle these canes with your bare hands and enjoy picking the large attractive fruit.

Honolulu, Hawaii

Gentlemen:

I received the strawberry plants from you last Thursday, just five days after mailing my letter to you. Thank you very much for the excellent service. The plants came through in fine shape and are all in the ground now and seem to be doing nicely. I am no judge of good strawberry plants, but nevertheless I would say you sent me excellent ones.

Very truly yours, W. H. E.

PLANTING AND CULTURE OF THE VINE BERRY

The best time to set our plants is as early in the spring as the ground is workable. Plants should be set in rows 8 or 9 feet each way.

PLANTING PROMPTLY: Plants should be set as soon as received. If they appear dry when received, place in water to soak for a few minutes. If ground is not ready, hill them in furrow; shelter from sun until ground is ready for the plants.

FERTILIZING: If the soil is deficient in humus and plant food, barnyard manure can advantageously be applied before the initial plowing and then thoroughly worked into the soil before the plants are set out. Do not put any fertilizer under the hill when planting, as that will burn them up. However, owing to the heavy cane growth and abundant fruiting of these berries, they should be fertilized to provide the plant food necessary, preferably in late fall or early spring.

TRELLISING: The canes should be put on wires just before the buds begin opening in the spring. First wire should be 30 inches off the ground and the second year you should add another wire some 15 inches above the first. You should do this for the reason of a much heavier growth of vines for the second year.

PRUNING: Each spring new canes will start growing for the bearing of the following year's crop. We advise the removing of these canes when they are 12 inches to two feet in height. In other words, raising one crop at a time, first the berry crop, and then the cane crop for the next year's bearing. Then when the berry crop is finished and the canes that have been bearing are cut off, the new canes are allowed to grow on the ground as the first summer.

Polk City, Florida

Have received all the plants and have them set. Am well pleased with them. They apparently measure right up to the Waller standard in every respect. Thank you for the care taken in handling this order.

Yours truly, J. A. V.

St. Louis, Missouri

Gentlemen:

I would like to take this opportunity to thank you for the strawberry plants you sent this week. You were most generous and your thoughtfulness was greatly appreciated.

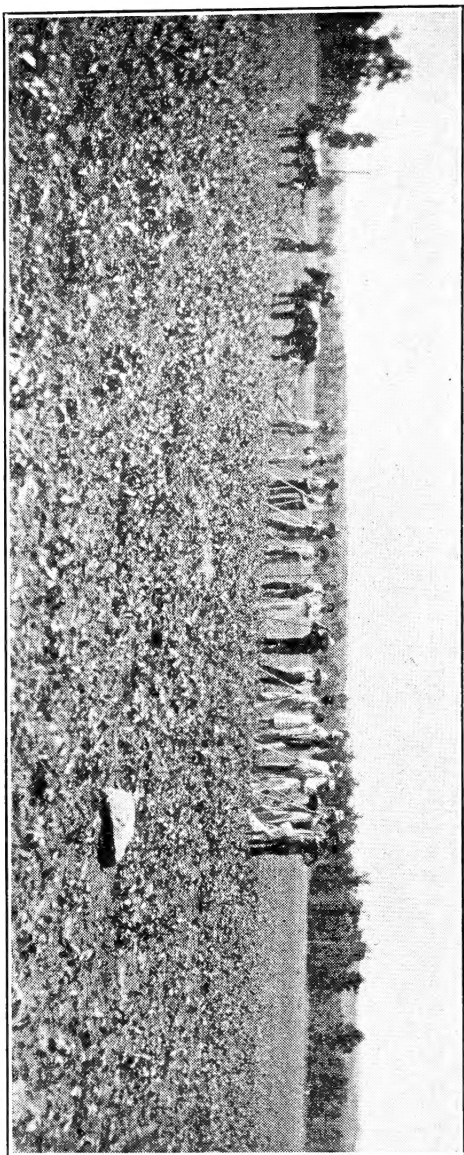
Respectfully, Harry D.

Blackwell, Oklahoma

Dear Sirs:

Plants you sent a year ago were the best I ever had and the berries in May were the largest and finest I have ever seen.

Yours very truly, B. V. F.



A Group of Hands Working in a 50 Acre Block
of Strawberry Plants.

Note The Heavy Growth of Plants

Gentlemen:

I was looking over my berry plant bed today and I have never seen such fine plants as they are. I really think the everbearing will pay off in this part of the country.

I have ordered strawberry plants from several different firms and none of them measure up to Waller Bros.

R. T. F.

Gentlemen:

We wish to state that out of the 255,000 plants we don't believe we have lost 10 plants. They are doing fine and an occasional runner is showing up. Many thanks for supplying us with such fine plants. Prices have been very high and have been getting from \$7.20 to \$8.00 per pint crate.

Thanks

O. S.

Price List

Strawberries

	(Post Paid)		(Not Paid)		
	100	250	500	1,000	5,000
Aroma,	\$1.25	\$2.50	\$ 3.25	\$ 6.00	\$28.75
Bellmar,	1.25	2.50	3.25	6.00	28.75
Blakemore	1.00	2.00	3.00	5.50	26.25
Champion K.,	1.50	3.50	5.00	9.00	43.75
Klandike,	1.00	2.00	3.00	5.50	26.25
Klonmore,	1.25	2.50	3.25	6.00	28.75
Missionary,	1.00	2.00	3.00	5.50	26.25
Premier,	1.50	3.50	5.00	9.00	43.75
Robinson,	1.25	2.75	3.75	7.25	35.00
Tennessee Beauty, ..	1.25	2.75	3.75	7.25	35.00
Tennessee Shipper, ..	1.25	2.75	3.75	7.25	35.00
Marion Bell,	1.50	3.50	5.50	10.00	47.00

Everbearing Varieties

	(Post Paid)		(Not Paid)		
	100	250	500	1,000	5,000
Brunes Marvel,	\$3.00	\$6.00	\$11.00	\$20.00	\$97.50
Gem,	2.50	5.00	8.00	15.00	70.00
Mastodon	2.00	4.00	6.00	11.00	50.00
Streamliner,	3.00	6.00	11.00	20.00	97.50
20th Century,	5.00	10.00	15.00	30.00	

Boysenberry

	(Post Paid)			(Not Paid)		
	12	25	50	100	500	1,000
One-Year						
Thornless,	\$1.25	\$2.50	\$3.00	\$5.00	\$20.00	\$35.00
One-Year						
Thorny,	1.00	2.00	2.25	4.00	12.50	25.00

Tree Everbearing Blackberries

	(Post Paid)		
1 plant,	\$1.00	3 plants,	\$2.75
		6 plants, ..	\$5.00
		12 plants,	\$9.00

Chula Vista, California

Gentlemen:

We ordered many thousand plants from several different firms, both in California and the east and the Champion K. we got from you are the only ones we have left. We plowed all the others under as they were not the type for our ground and climate. But the Champion K. are certainly proving excellent for this location and we are anxious to get some more for fall planting. Will you kindly advise at once if you will have several thousand available at this time, and if the prices are the same as last year.

B. V. F.

Waller Brothers

JAMES M. WALLER, Secretary
Judsonia, Arkansas



Postmaster: Please Check Reason For Non-Delivery.

For better address..... Moved, left no address..... No such
P. O..... Unclaimed..... Unknown..... Deceased.....
Refused..... IF NOT DELIVERED, PLEASE RETURN
RETURN POSTAGE GUARANTEED.
See page 29, Official P. O. Guide. WALLER BROS



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